

PACKAGE PROGRAMS

C R C

ON COLLEGE RADIO

COLLEGE RADIO CORPORATION

NEWS LETTER

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February 14th, 1955

AFFIDAVIT "FOLLOW-UPS" were posted, as usual, on the 10th. Twenty-seven stations were late, and had to suffer the bother of a second set of affidavit blanks. Occasionally, station personnel tell us they are being deluged with "forms". Actually, the one set of monthly blanks, plus occasional inquiries, make up a pretty modest mailing. When, however, they aren't dispatched to us on time, the deluge begins. The further behind in its business the station gets, the worse the deluge! (In the cases where CRC dropped the ball, we've written a special letter of apology.)

COLUMBIA RECORD PURCHASE PLAN applications will be mailed to interested stations shortly. Details not listed in the January 31 Newsletter: Stations may contract for either the popular or classical series separately. The popular series furnishes 60 records, includes show music, jazz, and Kostelanetz type mood music, and costs \$32.00. The classical series furnishes 80 records, of which 20 are selected from the current catalogue by the station. Excepting these 20, all records in both sets are selected monthly by Columbia from their new releases. The two series will not overlap.

Label and artist name credits are expected. Station must agree that records will remain in the station and will not be resold or given away.

IT IS IMPORTANT to follow the broadcast requirements of your contracts. One or two stations have rescheduled sponsored programs without obtaining sponsor approval. In other cases, stations have lacked transcribed or written material required by the sponsor. We urge you to get in touch promptly with CRC on these and similar matters. When time is short, telegraph collect.

Second Program Entries in Lucky Strike Best Newscast Contest must be postmarked on or before February 28th. Make the tape off the air, at 7 $\frac{1}{2}$ inches/second, and mail to CRC. Your tape will be replaced by CRC on receipt.

FCC Field Teams have silenced several stations recently, indicating an increase in their monitoring efforts. The trouble has been excessive radiation in each case. The stations involved have been most cooperative in keeping CRC informed. Please bear in mind the necessity of contacting us if your station should be put off the air for any reason. We must notify your sponsors the day you go off so the news, when it appears on affidavits, is not unexpected. Telephone or telegraph us, collect. If at all possible, give us an estimate of how long you will be off.

Lucky Strike Newscast stations are requested to report the dates they will be off the air for Spring vacation. A post card is attached for your convenience. CRC will order the teletype machine disconnected for the period indicated by you.